IN THE CLAIMS:

1. (Currently Amended) A method for populating at least one region in a publication, comprising:

~~analyzing a work order comprising a template identifier associated with the publication and a plurality of content item identifiers identifying content items for populating a template;~~

~~retrieving the template associated with the template identifier, the template defining the at least one region, the template further comprising an information identifier indicative of a type of content item for populating the at least one region;~~

~~determining, based upon the type of content item, a number of content items for populating the at least one region in the publication;~~

associating a priority value with each one of a plurality ~~the number~~ of content items to be populated into the at least one region of the publication in a computer system;

manually associating a preference value to select ones of the content items;

performing a mathematical calculation to adjust each of the priority values associated with the select ones of the content items based upon the respective preference values associated with the select ones of the content items; and

populating the at least one region with at least one of the ~~number of~~ content items in an order based upon ~~corresponding to~~ the priority value associated with each of the content items after the priority values of the select ones of the content items are adjusted.

2. (Original) The method of claim 1, further comprising identifying the number of content items with which to populate the at least one region of the publication.

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3.   (Original) The method of claim 1, further comprising discarding select ones of the content items that do not fit within a remaining unpopulated portion of the at least one region.

4.   (Original) The method of claim 1, further comprising shortening select ones of the content items that do not fit within a remaining unpopulated portion of the at least one region.

5.   (Original) The method of claim 1, further comprising resolving a priority conflict between at least two of the content items having a same priority associated therewith.

6.   (Canceled)

7.   (Original) The method of claim 1, wherein the step of populating the at least one region with the content items in the order corresponding to the priority associated with each of the content items further comprises specifying the order to be from a highest priority to a lowest priority.

8.   (Original) The method of claim 2, wherein the step of identifying the number of content items with which to populate the at least one region of the publication further comprises identifying the content items based upon a predefined criteria provided by a user.

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9. (Currently Amended) A program embodied in a computer readable medium for populating at least one region in a publication, comprising:

~~code for analyzing a work order comprising a template identifier associated with the publication and a plurality of content item identifiers identifying content items for populating a template;~~

~~code for retrieving the template associated with the template identifier, the template defining the at least one region, the template further comprising an information identifier indicative of a type of content item for populating the at least one region;~~

~~code for determining, based upon the type of content item, a number of content items for populating the at least one region in the publication;~~

code that associates a priority value with each one of a plurality ~~number~~ of content items to be populated into the at least one region of the publication, wherein a preference value is associated with select ones of the content items;

code that performs a mathematical calculation to adjust each of the priority values associated with the select ones of the content items based upon the respective preference values associated with the select ones of the content items; and

code that populates the at least one region with the content items in an order corresponding to the priority value associated with each of the content items after the priority values of the select ones of the content items are adjusted.

10. (Original) The program embodied in a computer readable medium of claim 9, further comprising code that identifies the number of content items with which to populate the at least one region of the publication.

11. (Original) The program embodied in a computer readable medium of claim 9, further comprising code that discards select ones of the content items that do not fit within a remaining unpopulated portion of the at least one region.

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12.   (Original) The program embodied in a computer readable medium of claim 9, further comprising code that shortens select ones of the content items that do not fit within a remaining unpopulated portion of the at least one region.

13.   (Original) The program embodied in a computer readable medium of claim 9, further comprising code that resolves a priority conflict between at least two of the content items having a same priority associated therewith.

14.   (Canceled)

15.   (Original) The program embodied in a computer readable medium of claim 9, wherein the code that populates the at least one region with the content items in the order corresponding to the priority associated with each of the content items further comprises code that specifies the order to be from a highest priority to a lowest priority.

16.   (Original) The program embodied in a computer readable medium of claim 10, wherein the code that identifies the number of content items with which to populate the at least one region of the publication further comprises code that identifies the content items based upon a predefined criteria provided by a user.

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17. (Currently Amended) A system for populating at least one region in a publication, comprising:

~~means for analyzing a work order comprising a template identifier associated with the publication and a plurality of content item identifiers identifying content items for populating a template;~~

~~means for retrieving the template associated with the template identifier, the template defining the at least one region, the template further comprising an information identifier indicative of a type of content item for populating the at least one region;~~

~~means for determining, based upon the type of content item, a number of content items for populating the at least one region in the publication;~~

means for associating a priority <u>value</u> with each <u>one</u> of a <u>plurality</u> ~~number~~ of content items to be populated into the at least one region of the publication<u>, wherein a preference value is associated with select ones of the content items</u>;

<u>means for performing a mathematical calculation to adjust each of the priority values associated with the select ones of the content items based upon the respective preference values associated with the select ones of the content items;</u> and

means for populating the at least one region with the content items in an order corresponding to the priority <u>value</u> associated with each of the content items <u>after the priority values of the select ones of the content items are adjusted.</u>

18. (Original) The system of claim 17, further comprising means for identifying the number of content items with which to populate the at least one region of the publication.

19. (Original) The system of claim 17, further comprising means for discarding select ones of the content items that do not fit within a remaining unpopulated portion of the at least one region.

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20. (Original) The system of claim 17, further comprising means for resolving a priority conflict between at least two of the content items having a same priority associated therewith.

21. (Canceled)

22. (Currently Amended) A method for populating at least one region in a publication, comprising:

identifying a number of content items with which to populate the at least one region of the publication in a computer system;

associating a priority value with each of the content items based upon a consumer profile;

manually associating a preference value with select ones of the content items;

performing a mathematical calculation to adjust each of the priority values associated with the select ones of the content items based upon the respective preference values associated with the select ones of the content items;

~~identifying a preference within a work order, the preference associated with select ones of the content items;~~

~~adjusting the priority associated with the select ones of the content items based upon the respective preferences;~~

populating the at least one region with the content items in an order corresponding to the priority value associated with each of the content items after the priority values of the select ones of the content items are adjusted; and

discarding select ones of the content items that do not fit within a remaining unpopulated portion of the at least one region.

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23. (Currently Amended) A system for populating at least one region in a publication, comprising:

means for identifying a plurality ~~number~~ of content items with which to populate the at least one region of the publication in a computer system, wherein a preference value is manually associated with select ones of the content items;

means for associating a priority value with each of the content items based upon a consumer profile;

performing a mathematical calculation to adjust each of the priority values associated with the select ones of the content items based upon the respective preference values associated with the select ones of the content items;

~~means for identifying a preference within a work order, the preference associated with select ones of the content items;~~

~~means for adjusting the priority associated with the select ones of the content items based upon the respective preferences;~~

means for populating the at least one region with the content items in an order corresponding to the priority value associated with each of the content items after the priority values of the select ones of the content items are adjusted; and

means for discarding select ones of the content items that do not fit within a remaining unpopulated portion of the at least one region.

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